



PHOTO: USAID/PERU

# COMMUNICATION AND SOCIAL ASSESSMENT FOR LICIT LIFE ACTIVITY

In the last 5 years, there has been an exponential increase in the illegal cultivation of coca in Peru. According to the latest Coca Leaf Monitoring Report published by DEVIDA, 95,000 hectares of coca were cultivated in 2022. Similarly, according to the White House Office of National Drug Control Policy (ONDCP), there has been an increase in illegal coca cultivation of more than 60% compared to 2018 (84,400 hectares compared to 52,100 hectares). In the populations of the "Alternative Development" zones, favorable attitudes and opinions towards illegal coca have increased, jeopardizing anti-drug efforts.

## HOW DOES THIS ACTIVITY WORK?

The project aims to strengthen the perception/attitude of rejection towards illegal coca among the populations and key actors in the alternative development zones, in order to reinforce the commitment to legal activities and reduce the cultivation of illegal coca.

To achieve this, the project will implement a communication strategy, facilitating the creation of content aimed at strengthening the rejection of coca cultivation and the associated drug trafficking among the target population.

## EXPECTED RESULTS

With an investment of \$1,430,000, this activity will achieve the following results, depending on the critical assumptions in each area of intervention:

- An increase of at least 5 percentage points in the perception of lawful livelihoods among the recipients/population.
- A reduction in the number of hectares of illegally cultivated coca (by at least 10%).
- It is expected that at least 3 governors/mayors in selected areas will actively promote the rejection of illegal coca.

## PROJECT INFORMATION

**IMPLEMENTER:** CERTEZA

**ACTIVITY DURATION:** August 7, 2023 to August 6, 2027

**USAID FUNDING:** US\$1,430,000.00

**LOCATION:** Rupa Rupa, Satipo and Padre Abad

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